

This 2020, the Philippines presents a new edition of Manila FAME featuring four new design events – Signature, Sourcing, Neo, and Artisans in partnership with the National Trade Fair. Manila FAME continues its advocacy in supporting local small-and medium enterprises by providing a platform for established and aspiring manufacturers and brands to showcase their products to the global market.

## SHOWS

World Trade Center Metro Manila		Ayala Malls Manila Bay	
Signature	Sourcing	Neo	Artisans x NTF
<b>Manila FAME Signature</b> assembles design-driven brands with export experience under one roof for a cohesive display of their distinct style and quality.	<b>Manila FAME Sourcing</b> gathers manufacturers and exporters from fashion, home and lifestyle sectors that can cater to big demands and are capable to serve both quality and export quantity.	<b>Manila FAME Neo</b> convenes new and emerging brands to highlight their trendy and modern approach to fashion, beauty, furniture and home décor products.	<b>Manila FAME Artisans x NTF</b> is a business-to-consumer event showcasing the products from MSMEs from various regions encompassing a diverse array of industries.

## WHY EXHIBIT?

### Showcase your collection

*Take the opportunity to show off your newest collections and catch the eye of potential buyers.*

### Networking opportunities

*Industry influencers, designers, journalists come together under one roof to experience Manila FAME.*

**7,000 +**

visitors welcomed in October 2019

### Top 5 Buying Countries

1. US
2. Japan
3. Hong Kong
4. Singapore
5. Australia

## WHO CAN EXHIBIT?

Manufacturers, traders, homegrown brands, designers and artisans who are currently exporting or looking to expand to the global market.

Signature	Sourcing	Neo	Artisans x NTF
<ul style="list-style-type: none"> <li>Brands with export capability and experience</li> <li>With presence domestic and international markets</li> <li>Preferably, more than 5 years in operation</li> </ul>	<ul style="list-style-type: none"> <li>Brands with export experience or readiness.</li> </ul>	<ul style="list-style-type: none"> <li>Start-up companies and up-and-coming brands</li> <li>Selling to existing stores or direct to consumers</li> <li>Without export experience</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturers or raw materials suppliers</li> <li>Selling locally, either thru existing exporters/store or direct to consumers</li> <li>Without export experience</li> </ul>

### PRODUCT CATEGORIES

- Home Décor and Houseware
- Fashion Accessories and Apparel
- Furniture
- Lamps & Lighting
- Festive & Seasonal Décor

## BASIC DOCUMENTARY REQUIREMENTS

Signature	Sourcing	Neo	Artisans x NTF
<ul style="list-style-type: none"><li>Fully-accomplished Manila FAME Online Application</li><li>Company Profile</li><li>Photos of Products or New Collections to be showcased</li><li>Active company website</li><li>Active company social media accounts</li></ul>			

## HOW TO APPLY

**Step 1:** Complete the Manila FAME Online Application Form. A valid email address is required to proceed.

**Step 2:** Upon receipt of your application form, your assigned Sectoral Officer will get in touch with you regarding other requirements for application.

### **FOR MANILA FAME SIGNATURE AND MANILA FAME NEO EXHIBITORS**

**Step 2.1:** Applicants shall undergo a brand evaluation by a jury.

**Step 3:** Once your application has been approved, a billing invoice will be sent by your assigned Sectoral Officer.

**Step 4:** Settle the non-refundable reservation fee to confirm your participation, and send a copy of the proof of payment to your assigned Sectoral Officer.

**Step 5:** Upon receipt of the proof of payment for your reservation fee, your Sectoral Officer will send a Notice of Acceptance, which serves as official confirmation of your participation in Manila FAME.

## EXHIBITION PACKAGES AND INCLUSIONS

### **SIGNATURE**

**Published Rates:**

*Space Only Package – USD 180/sqm*

**Minimum space requirement:**

*9-sqm*

**Package Inclusions:**

- Exhibition space*
- Access to Master Classes*
- Company listing in the show guide, directory, mobile app, and official website*
- Opportunity for company promotions (online news, press releases, etc.)*

**Booth Details:**

- Company must build its own booth structure and install carpet/flooring.*
- Company must send its booth design for CITEM's approval.*
- Company must order electricity supply directly from the appointed Official Booth Contractor.*

### **SOURCING**

#### **SPACE ONLY PACKAGE**

**Published Rates:**

*Space Only Package – USD 180/sqm*

**Minimum space requirement:**

*9-sqm*

**Package Inclusions:**

- Exhibition space*
- Product development with CITEM partner designers/specialists (subject to availability)*
- Onsite visual merchandising assistance*
- Do-it-Yourself (DIY) website hosting*
- Access to capability-building seminars/workshops*
- Company listing in the show guide, directory, mobile app, and official website*
- Opportunity for company promotions (online news, press releases, etc.)*

**Booth Details:**

- Company must build its own booth structure and install carpet/flooring.
- Company must send its booth design for CITEM's approval.
- Company must order electricity supply directly from the appointed Official Booth Contractor.

**SHELL SCHEME PACKAGE****Published Rates:***Shell Scheme Package – USD 250/sqm***Minimum space requirement:***9-sqm***Package Inclusions:**

- Exhibition space with Standard Booth System
- Product development with CITEM partner designers/specialists (subject to availability)
- Onsite visual merchandising assistance
- Do-it-Yourself (DIY) website hosting
- Access to capability-building seminars/workshops
- Company listing in the show guide, directory, mobile app, and official website
- Opportunity for company promotions (online news, press releases, etc.)

**BRANDED BOOTH PACKAGE****Published Rates:***Complete Booth Package – USD 9,900/sqm***Total Space Included in Package***36-sqm***Breakdown:**

- Space Rental - USD 250 \* 36 sqm = USD 9,000
- Upgraded Booth Structure - USD 25 \* 36 sqm = USD 900

**Package Inclusions:**

- Minimum 36 sqm enhanced booth structure
- Supporting Agency / Brand signage and individual company signages
- Onsite visual merchandising assistance
- Company listing in the show guide, directory, mobile app, and official website
- Opportunity for company promotions (online news, press releases, etc.)

**ARTISANS****SHELL SCHEME PACKAGE****Published Rates:***Shell Scheme Package – PHP 18,400***Total Space Included in Package:***4-sqm***Package Inclusions:**

- Exhibition space with Standard Booth System
- Onsite visual merchandising assistance
- Do-it-Yourself (DIY) website hosting
- Access to capability-building seminars/workshops
- Company listing in the show guide, directory, mobile app, and official website
- Opportunity for company promotions (online news, press releases, etc.)